

ORDER



Orders
Order / Rev: 169380
Alt Order #: 06376338
Product Desc: OBAMA 4 PRES: SKED C
Estimate: 2089
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/15/12 / 10/15/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: GMMB Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Poli/Obama for President
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	56	\$29,850.00	\$25,372.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	56	\$29,850.00	\$25,372.50	0.00
Totals	56	\$29,850.00	\$25,372.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	20%	\$29,850.00
Market	100%	\$149,250.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$1,492.50
WISN	29%	\$43,282.50
WITI	32%	\$47,760.00
WMLW-	1%	\$1,492.50
WPXE	0%	\$0.00
WTMJ	16%	\$23,880.00
WVTV	1%	\$1,492.50
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	10/30/12	11/02/12	CBS Mning Nws M-F 7-9M CBS This Morning M-F 7a-9a	7a-9a		-TWTF--	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--		4			\$50.00			0.00			
2	WDJT	10/30/12	11/02/12	Let's Make a Deal 9a-10aM Let's Make a Deal 9a-10a	858a-10a		-TWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--		4			\$200.00			0.00			

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 Alt Order #: 06376338
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Poli/Obama for President
 Product Desc: OBAMA 4 PRES: SKED C
 Estimate: 2089
 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WDJT	10/30/12	11/02/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a -TWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4		\$350.00			0.00			
4	WDJT	10/30/12	11/02/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p -TWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4		\$350.00			0.00			
5	WDJT	10/30/12	11/02/12	News at Noon News at Noon	CM	12p-1230p -TWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4		\$150.00			0.00			
6	WDJT	10/30/12	11/02/12	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p -TWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4		\$200.00			0.00			
7	WDJT	10/30/12	11/02/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p -TWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4		\$150.00			0.00			
8	WDJT	10/30/12	11/02/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p -TWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4		\$150.00			0.00			
9	WDJT	10/30/12	11/02/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p -TWTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4		\$300.00			0.00			
E 10	WDJT	10/30/12	11/04/12	CBS58 Nws 5p M-Sa/530p CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p -TWTFS	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTFS		1		\$500.00			0.00			
E 11	WDJT	10/30/12	11/02/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p -TWTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		3		\$1,500.00			0.00			
E 12	WDJT	10/30/12	11/02/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p -TWTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		3		\$1,500.00			0.00			
E 13	WDJT	11/05/12	11/05/12	Mo 8p - 9p 2 Broke Girls/Mike & Molly	CM	Mo 8p - 9p 1-----	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1		\$6,000.00			0.00			
14	WDJT	11/02/12	11/02/12	Fr 8p - 9p CSI: New York	CM	8p - 9p ----1--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1		\$1,500.00			0.00			
15	WDJT	11/04/12	11/04/12	Su 8p - 9p The Good Wife	CM	8p-9p -----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1		\$2,500.00			0.00			
16	WDJT	11/05/12	11/06/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a MT-----	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2		\$200.00			0.00			
17	WDJT	11/05/12	11/05/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a 1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1		\$350.00			0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	WDJT	11/05/12	11/05/12	Price Is Right 10a-11a Price Is Right 10a-11a	CM	10a - 11a 1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	1-----		1			\$350.00		0.00			
18	WDJT	11/05/12	11/05/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p 1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	1-----		1			\$350.00		0.00			
19	WDJT	11/05/12	11/05/12	News at Noon News at Noon	CM	12p-1230p 1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	1-----		1			\$150.00		0.00			
20	WDJT	11/05/12	11/05/12	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p 1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	1-----		1			\$200.00		0.00			
21	WDJT	11/05/12	11/05/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p 1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	1-----		1			\$150.00		0.00			
22	WDJT	11/05/12	11/05/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p 1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	1-----		1			\$150.00		0.00			
23	WDJT	11/05/12	11/05/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p 1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	1-----		1			\$300.00		0.00			
E 24	WDJT	11/06/12	11/06/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p -1-----	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-1-----		1			\$700.00		0.00			
Totals													56	\$29,850.00